

Customer Service



Media Resource Center Catalogue

Commercial: (901) 874-6717

DSN: 882-6717

Fax Commercial: (901) 874-6847

Fax DSN: 882-6847

FEDEX ADDRESS

Navy Personnel Command
MWR Training Branch PERS-654
Lassen Building
7736 Kitty Hawk Avenue
Millington, TN 38055-6540

COMMERCIAL ADDRESS

Navy Personnel Command
MWR Training Branch PERS-654
5720 Integrity Drive
Millington, TN 38055-6540

Rev. May 01

Introduction

INTRODUCTION

Thanks to service ambassadors like yourself, Star Service is transforming Navy MWR worldwide into a service quality leader.

This Customer Service Media Resource Center Catalogue will assist your department as it plans and implements on-going star service passport training. If you discover a resource that you would like to share with others or would like additional resources on topics not included, please let us know so that we can include them in future updates.

This page left blank intentionally.

Index

No.	Title	Page
CS 001	Food Service Courtesy (1987).....	CS-1
CS 002	Customer Service: It's Everyone's Job (1985).....	CS-1
CS 003	Dealing With Difficult Customers (1988).....	CS-1
CS 004	Customer Service: Strategy For Success (1988)	CS-1
CS 005	More Cash In Your Pocket (1985)	CS-2
CS 006	Prescription For Complaints (1975).....	CS-2
CS 007	The Customer Is Always Dwight (1988)	CS-2
CS 008	Remember Me (1981)	CS-2
CS 009	The Hidden Customer: Internal Customer Service (1989).....	CS-3
CS 010	Wishing Won't Make It So (1990)	CS-3
CS 011	How To Win Customers And Keep Them For Life (1990)	CS-3
CS 012	Proactive Customer Service (1991).....	CS-3
CS 013	A Passion For Customers (1987)	CS-4
CS 014	GUNG HO! Succeeding In A Changing World with Ken Blanchard.....	CS-4
CS 015	GUNG HO! The Dramatic Version.....	CS-4
CS 016	How To Keep Your Customers And Build Your Business With Roger Dow (1991)	CS-5
CS 017	Basic, Basic Telephone Skills (1992)	CS-5
CS 018	Quality Service In The Public Sector	CS-5
CS 019	Service Is Inside Out (1991).....	CS-6
CS 020	Create Uniqueness: Be Better, Faster And Different (1991).....	CS-6
CS 021	Pay Attention: The Customer's Perception Counts (1991)	CS-6
CS 022	Recovery: Handling Complaints (1991).....	CS-6
CS 023	Everyone's Public Relations Role (1992)	CS-6
CS 024	Communicating With Customers (1992).....	CS-7
CS 025	How To Make Quality...Fail	CS-7
CS 026	Quality Service In The Public Sector (1993).....	CS-7
CS 027	Good Old Days of Quality Service (1992).....	CS-7

Media Resource Center Catalogue

No.	Title	Page
CS 028	Dealing With People On The Telephone (1986).....	CS-8
CS 029	Now Serving Every Customer (1993).....	CS-8
CS 030	Customer Service Team - Lane Waitress (1985).....	CS-8
CS 031	Customer Service Team - Counter Control Attendant (1985).....	CS-8
CS 032	Customer Service Team - Snack Bar Attendant (1985).....	CS-9
CS 033	Customer Service Team - Playroom Attendant (1985).....	CS-9
CS 034	Customer Service Team - Bartender (1985).....	CS-9
CS 035	Customer Service Team - Concourse Attendant (1985).....	CS-9
CS 036	Customer Service Team - Manager's introduction (1985).....	CS-9
CS 037	The Guest (1994).....	CS-10
CS 038	An Invisible Man Meet the Mummy.....	CS-10
CS 039	Total Service Experience Vol. 1.....	CS-11
CS 040	Delivering Service with Heart Vol. 2.....	CS-12
CS 041	The Challenge Customer Vol. 3.....	CS-13
CS 042	Food Service Excellence: Customer Service Skills (1986).....	CS-13
CS 043	No Thanks, Just Looking.....	CS-13
CS 044	The C.A.R.E. Principle.....	CS-14
CS 045	The Power of Suggestion.....	CS-14
CS 046	The New Retail Supervisor.....	CS-14
CS 047	Help Wanted.....	CS-14
CS 048	The Best Defense.....	CS-15
CS 049	The Right Start.....	CS-15
CS 050	Choices.....	CS-15
CS 051	Take This Job and Love It.....	CS-15
CS 052	An Inside Job.....	CS-15
CS 053	The Case of The Vanishing Customer.....	CS-16
CS 054	Five Forbidden Phrases.....	CS-16

No.	Title	Page
CS 055	How to Handle anirate Caller	CS-16
CS 056	Six Cardinal Rules for Customer Service	CS-17
CS 057	Determining Caller Needs	CS-17
CS 058	But I Don't Have Customers	CS-18
CS 059	The Difficult Guest	CS-19
CS 060	I'll Be Back.....	CS-20
CS 061	Exceeding Expectations	CS-21
CS 062	What's Wrong With This Picture	CS-21
CS 063	How to Deal With Foreign Accents	CS-22
CS 064	On Incoming Calls	CS-22
CS 065	From Curt to Courteous.....	CS-22
CS 066	It Starts at the Top.....	CS-23
CS 067	Telemarketing From A to Z.....	CS-23
CS 068	Proactive Customer Service	CS-23
CS 069	How to Avoid Emotional Leakage.....	CS-23
CS 070	How to Treat Every Caller as a Welcome Guest	CS-24
CS 071	We Are Customers to Each Other	CS-24
CS 072	Voice Mail, Curse or Cure	CS-25
CS 073	Celebrate Living.....	CS-25
CS 074	1001 Ways to Reward Employees with Bob Nelson.....	CS-26
CS 075	1001 Ways to Reward Employees, How to Praise Publicly	CS-26
CS 076	1001 Ways to Reward Employees, How to Present a Personal Thank You	CS-27
CS 077	1001 Ways to Reward Employees, How to Provide Low-or No-Cost Recognition	CS-27
CS 078	1001 Ways to Reward Employees Learning Activity Kit	CS-28
CS 079	1001 Ways to Energize Individuals.....	CS-28
CS 080	1001 Ways to Energize Teams	CS-29

Media Resource Center Catalogue

No.	Title	Page
CS 081	1001 Ways to Energize Organizations	CS-29
CS 082	I'm Glad You Noticed.....	CS-29
CS 083	Achieving Customer Loyalty	CS-30
CS 084	Everyone's Customer Service Role	CS-30
CS 085	How to Deal with Difficult People Vol. 1.....	CS-30
CS 086	How to Deal with Difficult People Vol. 2.....	CS-30
CS 087	May I Present	CS-31
CS 088	Mr. Tudball--Technology Trainer	CS-31
CS 089	So You're New Around Here	CS-31
CS 090	Get Out There and Sell.....	CS-32
CS 091	Interviewing A Pain in the Gut	CS-32
CS 092	On The Phone: Making a Great Impression	CS-32
CS 093	On The Phone: Fabulous Fundamentals.....	CS-32
CS 094	On The Phone: Successful Selling	CS-33
CS 095	On The Phone: Personal Productivity: Handling Stress	CS-33
CS 096	On The Phone: Mastering Technology	CS-33
CS 097	On The Phone: When It's The Worse:irate Callers	CS-33
CS 098	File 102: Creating World-Class Customer Service	CS-34
CS 099	Once And For All	CS-34
CS 100	After The Hire: Retaining Good Employees (1999)	CS-35
CS 101	Cliff's Customer Service Adventure (1999).....	CS-35
CS 102	Fish! Catch The Energy. Release The Potential. (1999)	CS-36
CS 103	Give 'Em The Pickle...And They'll Be Back! (1999).....	CS-36
CS 104	Fish! Sticks (1999).....	CS-36
CS 105	The Secret: Customer Service Uncovered For Hospitality	CS-37
CS 106	Point Of Impact.....	CS-37
CS 107	Hot Under The Collar: Dealing With Angry Customers.....	CS-37
CS 108	Rhinoceros Leadership Experience.....	CS-38

No.	Title	Page
CS 109	You've Got Customers	CS-38
CS 110	Diversity: Michael Weber Presentation.....	CS-39
CS 111	Now, That's Service!.....	CS-39
CS 112	P.A.T.H. Improvement: Kool Time.....	CS-39
CS 113	Fish! Tales.....	CS-40
CS 114	Revolutionary Service: Building Loyalty One Customer At A Time.....	CS-40
CS 115	Customer Service: The Royal Treatment	CS-40
CS 116	Customer Service: Difficult Customer Alert	CS-41

This page left blank intentionally.

Customer Service

CS 001 Food Service Courtesy (1987)

Demonstrates basic rules and techniques that keep guests returning. Designed for waiters, waitresses and all other foodservice personnel who deal directly with customers.

VHS - 15 minutes

CS 002 Customer Service: It's Everyone's Job (1985)

The basis for the two-hour Patron Service Orientation developed by Navy Personnel Command, MWR Training Branch (PERS-654). It stresses the importance of providing good patron service and shows ways staff members can improve the service at your activity.

VHS - 32 minutes

CS 003 Dealing With Difficult Customers (1988)

This video teaches how to effectively handle angry customers. By taking appropriate steps, customer service representatives can resolve customer problems, turning dissatisfied customers into satisfied ones.

VHS - 13 minutes

CS 004 Customer Service: Strategy For Success (1988)

This video explores the subject of customer service by focusing on customer service representatives who must handle customer problems on the phone, in the field and in over-the-counter transactions. While observing their actions in a variety of customer situations, a four-step model for customer service transactions is outlined. This serves as a systematic approach for consistently providing quality service.

VHS - 13 minutes

CS 005 More Cash In Your Pocket (1985)

No matter what kind of operation your restaurant is, this video will show every server and bartender how to improve service and increase sales. With suggestive selling and service excellence skills all of your servers will receive the same clear, concise and consistent instruction, whether they've been with you for two days or two years.

VHS - 20 minutes

CS 006 Prescription For Complaints (1975)

A patient taking a complaint to a doctor or a customer taking a complaint to a supplier, the principles are the same. This video uses these two types of situations to show what can happen when a complaint is raised and what should happen if it is to be dealt with effectively.

VHS - 21 minutes

CS 007 The Customer Is Always Dwight (1988)

This video is about achieving 100% quality in all areas and in doing things properly. It explains how you can achieve 100% quality by using "***Process Management***". This is simply a way to prevent things going wrong by thinking and working together with everyone else.

VHS - 22 minutes

CS 008 Remember Me (1981)

This video is a fast bare bones look at several typical examples of salesperson--customer interface. Without embellishments, the video illustrates this fundamental fact: it is not even whether or not the customer's desired service can be fulfilled that is most important--what really counts is the attitude with which the customer is treated.

VHS - 10 minutes

CS 009 The Hidden Customer: Internal Customer Service (1989)

“Internal customer service” means treating your colleagues like they're your customers--delivering competent, quality work in a courteous, helpful manner. It is doing something extra for your colleagues--taking that extra time or expending that extra energy!

VHS - 10 minutes

CS 010 Wishing Won't Make It So (1990)

This video stresses that management must understand what it takes to have a winning customer service program--constant attention and an ongoing program of rewarding those who reward the customers. This video is Part One of a two-part program. Part Two is listed as CS 011; *“How to Win Customers and Keep Them for Life”*.

VHS - 29 minutes

CS 011 How To Win Customers And Keep Them For Life (1990)

How to manage customer driven systems by rewarding those who reward the customers. It tells us how to measure the success of our customer service programs. This video is Part Two of a two-part program. The first part is listed as CS 010; *“Wishing Won't Make It So”*.

VHS - 26 minutes

CS 012 Proactive Customer Service (1991)

This video illustrates the contrast between the usually average level of treatment most consumers are used to experiencing and the extraordinary and rare proactive way. Points covered include the value of building rapport in a business relationship offering the customer additional choices and turning the buyer--seller relationship into a friendship.

VHS - 20 minutes

CS 013 A Passion For Customers (1987)

Tom Peters takes you on a guided tour of five extremely profitable organizations. No matter how different, the nature of their businesses, their successes are strikingly similar. Without exception, their prosperity can be traced directly to their dedication to serving customers.

VHS - 67 minutes

CS 014 GUNG HO! Succeeding In A Changing World with Ken Blanchard

Ken Blanchard, co-author of *“The One Minute Manager”*, has earned an international reputation for helping businesses reach their full potential. While he’s been successful with corporations, his principles also can be applied to motivate people in a variety of situations.

“Gung Ho!” Based on the best-selling book of the same title, is a seminar on how to use these management techniques in business as well as everyday life. Ken’s recipe for success draws on three simple principles; relate the work to how it makes the world a better place, let team members take control of achieving their goals and encourage the people working with you to cheer each other on. Whether you’re self-employed, the head of a major corporation or the coach of your daughter’s soccer team, Ken’s system can help inspire individuals as well as groups of people.

VHS - 60 minutes

CS 015 GUNG HO! The Dramatic Version

The story of Andy Longclaw and Peggy Sinclair and how they saved their business from closure. *“There is much to be done. Too many toil alone. They are unhappy. Their spirits die at the office door.”* Because of those words from Andy, Peggy made a promise to tell the *“Gung Ho”* story. *“The Spirit of the Squirrel, The Way of the Beaver, The Gift of the Goose.”*

These three cornerstones of *“Gung Ho”* are surprisingly simple and yet amazingly powerful. Peggy learns *“Gung Ho”* from Andy as she struggles to keep her plant from being shut down...and it works!

VHS - 29 minutes

CS 016 How To Keep Your Customers And Build Your Business With Roger Dow (1991)

America's most requested speaker on customer service and quality captured on tape--in a most powerful presentation! In "*Service*", Roger Dow builds a complete customer service strategy using multiple examples which can be implemented in your organization. Roger outlines and discusses his seven steps for keeping your customers and building your business.

VHS - 39 minutes

CS 017 Basic, Basic Telephone Skills (1992)

This training video addresses the very foundation of answering the telephone in a professional environment. Since most customer service is done over the phone, *The Telephone "Doctor"* identifies 10 telephone "*musts*" that everyone answering a phone needs to be familiar with. These techniques can help anyone feel more confident on the job, which translates to a job well done.

VHS - 18 minutes

CS 018 Quality Service In The Public Sector

Many people have a misconception that customer service is less important in public sector organizations than it is in private organizations.

Customer service is expected as much from public sector organizations as it is from private organizations. "*Quality Service in the Public Sector*" can help you communicate the importance of customer service in public service organizations and can provide your participants the tools to help them provide quality customer service.

How-to Training Points:

- Shift the focus to what can be done for the customer.
- Positively help the customer let off steam.
- Skillfully use questions to find individual customer needs.
- Give your customers undivided attention.
- Calm and defuse irate, angry customers and clients by working with facts.

VHS - 24 minutes

CS 019 Service Is Inside Out (1991)

Emphasizes servicing “*internal customers*” as part of the external service system.

VHS - 21 minutes

CS 020 Create Uniqueness: Be Better, Faster And Different (1991)

Points out that you must strive to exceed the customer's expectations; impressing them in ways they perceive as being difficult.

VHS - 21 minutes

CS 021 Pay Attention: The Customer's Perception Counts (1991)

Points out that you must see the world from the point of view of the customers.

VHS - 27 minutes

CS 022 Recovery: Handling Complaints (1991)

Shows how to turn the customer's bad experiences into memorable ones.

VHS - 25 minutes

CS 023 Everyone's Public Relations Role (1992)

With this concise video, every person in your organization can contribute to the public relations effort. Viewers discover how: first impressions with clients and prospects can make or break public relations efforts, the look of your workplace says a lot about you and your organization and complaints and criticisms when properly directed can strengthen any organization.

VHS - 15 minutes

CS 024 Communicating With Customers (1992)

The best customer service training programs will fail if your organization's front-line people can not communicate effectively with customers. This video offers valuable tips, such as: how you can delight rather than anger people, how you can avoid damaging your organization with the ripple effect, why even the most efficient service you can offer sometimes is not enough and how you can correct customers without embarrassing them.

VHS - 17 minutes

CS 025 How To Make Quality...Fail

You're about to experience a very funny story about the sad facts behind many quality initiatives that haven't fulfilled their promise. But dreams of higher productivity, reduced costs, a more wonderful workplace and happier customers as a result of effective quality programs can indeed come true--once people see that commitment is everything and quality isn't just one more passing fad! So, switch on the VCR and be entertained by hilarious scenes of exaggerated fact in military and government settings. The outrageous actions of both quality cynics and quality zealots make quality fail...then redeem themselves to make it succeed.

VHS - 18 minutes

CS 026 Quality Service In The Public Sector (1993)

Do employees in your agency give excellent quality service to both customers and coworkers? "*Quality Service In The Public Sector*" can help employees improve their customer service skills and create satisfied customers with every encounter.

VHS - 24 minutes

CS 027 Good Old Days of Quality Service (1992)

This is a narrated musical video that takes the viewer back to old familiar scenes where quality service is demonstrated.

VHS - 4 minutes

CS 028 Dealing With People On The Telephone (1986)

Get maximum results over the phone. Show your callers you really care by using the “*mirroring*” method. All employees, from the customer service desk to the accounting department, can benefit by using the techniques in this video.

VHS - 17 minutes

CS 029 Now Serving Every Customer (1993)

Learn how to increase business by serving every customer. Treat customers with disabilities as you would any other customer. Eliminate physical, attitudinal and communication barriers. Adapt to each individual's needs. Familiarize yourself with the accessibility of your facility. Ask customers how you may help them.

VHS - 23 minutes

CS 030 Customer Service Team - Lane Waitress (1985)

The lane waitress is of vital importance to the overall success of a bowling center. This video-training program will help ensure that your lane waitress acquires the skills and knowledge needed to perform the job effectively.

VHS - 35 minutes

CS 031 Customer Service Team - Counter Control Attendant (1985)

The counter control attendant is of vital importance to the overall success of a bowling center. This video-training program will help ensure that your counter control attendant acquires the skills and knowledge needed to perform the job effectively.

VHS - 70 minutes

CS 032 Customer Service Team - Snack Bar Attendant (1985)

The snack bar attendant is of vital importance to the overall success of the bowling center. This video-training program will help ensure that your snack bar attendant acquires the skills and knowledge needed to perform the job effectively.

VHS - 45 minutes

CS 033 Customer Service Team - Playroom Attendant (1985)

The playroom attendant is of vital importance to the overall success of a bowling center. This video-training program will help ensure that your playroom attendant acquires the skills and knowledge needed to perform the job effectively.

VHS - 60 minutes

CS 034 Customer Service Team - Bartender (1985)

The bartender is of vital importance to the overall success of a bowling center. This video-training program will help to ensure that your bartender acquires the skills and knowledge needed to perform the job effectively.

VHS - 60 minutes

CS 035 Customer Service Team - Concourse Attendant (1985)

The concourse attendant is of vital importance to the overall success of a bowling center. This video-training program will help ensure that your concourse attendant acquires the skills and knowledge needed to perform the job effectively.

VHS - 35 minutes

CS 036 Customer Service Team - Manager's introduction (1985)

The customer service team-training program was originally developed by Brunswick Recreation Centers (BRC) as a tool for training their employees. BRC later donated it to the Vincennes University Foundation with the intent that Vincennes made it available to the entire bowling industry.

Audio Cassette - 13 minutes

CS 037 The Guest (1994)

Great customer service is no great secret. That's the idea behind this hilarious customer service film. Our hapless hero takes us on a tour of his imagination to prove that everything we need to learn about great customer service, we already know.

VHS - 4 minutes

CS 038 An Invisible Man Meets the Mummy

This entertaining CRM video is for every government employee who makes or does something a customer needs. But who really is the customer? *“Many people think it’s the boss,”* says the host, *“but often it’s someone else”*. He reminds viewers that all people have customers--whether co-workers or the public--yet it is so easy to overlook this fact. To illustrate the point, we’ve cast the customer as *“an invisible man”*. The employee is wrapped in red tape like a mummy and focused on processes instead of people. But it is all quite temporary as the eight skills for excellent customer service unfold!

VHS - 19 minutes

CS 039 Total Service Experience Vol. 1

You have a choice. You can deliver excellent service. Or you can watch your customers--and prospects--flock to a competitor who does.

Now, more than ever, excellent customer service is critical to the success of your organization. CareerTrack's newly revised video program, "***How To Give Exceptional Customer Service***", will show you the latest proven service strategies and give you the understanding you need to use them effectively.

As you listen and watch Lisa Ford, you will learn that in the customer's eyes, service not only represents your organization, it "***IS***" the organization.

In this first volume, you will look at the big picture. You will see why customer service has become such a central focus in virtually every organization today.

You will see how your performance as a service professional makes a difference. You will discover specific ways to make an even greater positive impact on your customers and within your organization.

VHS

CS 040 Delivering Service with Heart Vol. 2

Most customer service training focuses on what happens after the customer contact is made. But exceptional customer service really starts before that. It starts with you, the service representative. Your skills, your attitudes and your follow-through. So that's where this second volume of "*How To Give Exceptional Customer Service*" begins.

First you will learn how to get into the exceptional service mindset. Then you will start building the core communication skills every top-performing customer rep must have.

Skills Like:

- Building rapport and establishing trust.
- Controlling your tone of voice.
- Using proper body language.
- Listening carefully.

You will also discover high-impact techniques for service customers over the phone.

You will see lively dramatizations of the right and wrong ways to serve customers. That way you will understand how each skill applies to real-life situations. And you will remember more because you will see exceptional service in action.

VHS

CS 041 The Challenge Customer Vol. 3

Tough customers. They make your job a challenge. Fortunately, they also give you a chance to make a big difference in your organization. With the right skills, you can turn fretful, frustrated, even fuming customers into satisfied, loyal clients.

This third volume of *“How To Give Exceptional Customer Service”* will teach you those valuable skills.

You will learn how to...

- Build rapport with difficult customers.
- Work with them to resolve thorny problems.
- And leave them feeling great (and you will feel the same way, too).

Knowing how to handle angry customers will make your job much more pleasant and satisfying. You will feel a sense of accomplishment when you defuse an explosive situation, tame a hot temper or smooth ruffled feathers.

Your work will be a lot less stressful. And your manager will appreciate your service smarts. Best of all, your company will build business faster than ever and keep customers coming back.

VHS

CS 042 Food Service Excellence: Customer Service Skills (1986)

This humorous video offers valuable tips on waiter/waitress attitude, customer tableside satisfaction, handling customer complaints and host/hosting.

VHS - 60 minutes

CS 043 No Thanks, Just Looking

Demonstrates effective retail selling techniques using customer service skills.

VHS - 24 minutes

CS 044 The C.A.R.E. Principle

Improve Customer satisfaction. One of the leading customer relations training programs in the retail industry. Set in a variety of retail locations, this program will teach your employees that customers “*Are Really Everything*”.

VHS - 21 minutes

CS 045 The Power of Suggestion

This video goes beyond basic selling skills training and concentrates on suggestive selling skills to enhance and build sales volume. Associates will learn when to make suggestions as well as what suggestions to make.

VHS - 20 minutes

CS 046 The New Retail Supervisor

Start your retail supervisors with solid skills in five key areas:

1. Time management.
2. Delegation.
3. Motivation.
4. Communication.
5. Coaching/discipline.

VHS - 32 minutes

CS 047 Help Wanted

The dynamic retail environment, with part-time positions, seasonal work and often-high turnover rates makes it important to select the best people for the job.

VHS - 26 minutes

CS 048 The Best Defense

For any loss prevention program. In a seminar on “*how to prevent shoplifting*”, a group of retail associates relate specific ideas on how to observe and deter shoplifters.

VHS - 22 minutes

CS 049 The Right Start

Learn how to orient new retail sales associates and other entry-level employees the right way. Reduce turnover and build a more effective team.

VHS - 22 minutes

CS 050 Choices

Film follows careers of two new employees--one conscientious, the other gives in “*TO*” temptation. Film gives definition and causes of shrink, solutions to internal cause of shrink, be conscientious, know the rules and follow them, avoid temptation yourself.

VHS - 18 minutes

CS 051 Take This Job and Love It

A fast-paced informative video designed to introduce new sales associates to the benefits and responsibilities of a position in retail.

Key training points:

- Appearance and attitude.
- Responsibility.

VHS - 8 minutes

CS 052 An Inside Job

Inspector Dapper “*of the Yard*” finds severe breakdowns in the customer service linkage within an organization. He shows that each internal customer must be served as well as external customers. Preview Combination with: “*Case of the Vanishing Customers*”.

VHS - 23 minutes

CS 053 The Case of The Vanishing Customer

This humorous video demonstrates that helping staff manage their own emotions when facing customers can benefit all. By preventing unwanted emotions and actively promoting positive emotions you can transform the behavior of even the most difficult customer. Can be used for conflict management and internal customer service.

VHS - 28 minutes

CS 054 Five Forbidden Phrases

The Telephone "Doctor" has collected comments from her appearances on various TV and radio programs and shares the five most frustrating phrases to which the public objects. Whether it is a telephone conversation or a face-to-face situation, this dynamic film offers the recommended cures to help eliminate these turn-offs. If your people are using even one of these five forbidden phrases, this video will pay for itself quickly. All industries benefit.

VHS - 18 minutes

CS 055 How to Handle an Irate Caller

No one enjoys receiving a barrage of complaints from unhappy customers, but for many people it is a routine part of their day. In the customer service field it sometimes *"comes with the territory"*.

Finally, a comprehensive training video that reveals tips and ideas on how to handle the irate, angry, rude and sometimes abrasive caller.

Included are *The Telephone "Doctor's"* ASAP techniques plus why it is a good idea to make excuses and what to do if a customer starts swearing.

This video is intended for anyone who handles complaint calls and contains practical and common sense methods to show the caller you're on their side and you're there to help.

VHS - 9 minutes

CS 056 Six Cardinal Rules for Customer Service

There's the Baseball Hall of Fame in Cooperstown, New York and the Football Hall of Fame in Canton, Ohio. Now, welcome to *The Telephone "Doctor"* Hall of Shame.

Included in the Hall of Shame are those people who originated customer service blunders that plague the world. Meet the men and women who are responsible for poor customer service treatment both on the phone and in person.

Guaranteed to help fight mediocrity in the workplace.

VHS - 20 minutes

CS 057 Determining Caller Needs

Effective listening skills and questioning techniques are key to delivering top-notch customer service. Equip your employees with the tools they need to determine exactly what your customers are requesting.

This dynamic program is perfect for Administrative Staff, Support, Customer Service and all employees who interact with callers.

Includes the six steps to becoming a more effective listener on the telephone.

Also identifies six effective questioning techniques, plus how and when to use them.

VHS

CS 058 But I Don't Have Customers

How-to Training Points:

- Recognize that you do have internal customers.
 - Care and respect internal customers.
 - Identify internal customers who have priority situations.
 - Ask questions and listen.
 - Focus on internal customers' needs and expectations.
 - Keep commitments and deadlines.
 - Communicate with angry internal customers.
 - Review policies and procedures which may inhibit serving customers.
- VHS - 21 minutes

CS 059 The Difficult Guest

“The Difficult Guest” is a program designed to accommodate different learning styles, different learning environments and different time constraints.

When you have successfully completed this program you will be able to:

- State the key reasons why customer service counts.
 - Describe the distracted guests and the baggage he/she carries.
 - Welcome distracted guests and take care of their needs quickly.
 - Practice empathy with your clients, customers and guests.
 - Describe the disappointed guest and the baggage he/she carries.
 - Realize your own negative responses and work through them.
 - Define and put into practice the **L.A.S.T.** technique:
 - L** ISTEN to your guest carefully.
 - A** POLOGIZE for their inconvenience.
 - S** OLVE their problems quickly and efficiently.
 - T** HANK them and invite them back.
- VHS - 24 minutes

CS 060 I'll Be Back

Customer Service with Bob Farrell

Why do customers take their business elsewhere? 68% do so because of poor service! Using a combination of motivational and heartwarming stories with just the right mix of humor, Bob Farrell shares the principles that will get each customer to utter the three most important words in the business, *"I'll be back"*.

For 30 years restaurateur Bob Farrell excelled in an industry with an 80% failure rate. Opening over 150 restaurants without a single failure, including the enormously popular *"Farrells Ice Cream Parlor"* of the 1970's, Farrell is a master of serving the customer.

Called by many the most impassioned customer service speaker in the business, Farrell shares his unique insights with heart felt conviction.

As an added feature, Farrell interviews his good friend Jack McMillan, co-chairman of Nordstrom, a company cited more than any other as the standard for customer service. Mr. McMillan talks about Nordstrom's customer service roots and how they motivate their sales staff to legendary customer service.

"The customer tells us everything we need to know to succeed and they give us everything we have, so who is the customer...*The Boss!*"

"After all we've done to get the customer in our door and take care of them, we're back to square one if they do not say those three magic words...*I'll Be Back.*"

Learn the 4 essential ingredients to bringing the customer back.

1. Service.
2. Consistency.
3. Attitude.
4. Teamwork.

VHS - 25 minutes

CS 061 Exceeding Expectations

Great customer service is what it is all about. Harry Anderson, star of Night Court and Dave's World goes to his favorite retail store to buy a birthday present for his wife. Harry not only buys the perfect gift, he also gets a very valuable lesson from the sales person on how to create a customer for life!

“Exceeding Expectations!” Is extremely humorous, fast paced and above all, educational.

“Exceeding Expectations!” Will teach you and your organization how to:

- Create a relationship-not just a sale.
 - Really listen to the customer.
 - Respond quickly.
 - Avoid ***“I don't know”***.
 - Truly exceed expectations.
 - Create true customer loyalty.
- VHS - 14 minutes

CS 062 What's Wrong With This Picture

A discussion catalyst program. Ten powerful vignettes put the class in charge of identifying various customer service blunders and suggesting appropriate improvements. Since people learn the best by hearing, seeing and doing, this program will challenge your participants to think about the root causes of poor service situations as well as brainstorm the solutions.

- VHS - 16 minutes

CS 063 How to Deal With Foreign Accents

Very few Americans can claim themselves as natives. Most of us trace our roots back to immigrant grandparents and great-grandparents--people who came from all over the globe in search of a better life. Our country's success is due in a large part to its great ethnic diversity.

More and more today there seems to be an intolerant attitude toward the newcomers in our country whose English is less than perfect and hard to understand.

Citizens from Mexico, Russia, Vietnam, etc. deserve the same high level of customer service as any other customer. Yet too often they're mistreated because they're difficult to understand.

VHS - 10 minutes

CS 064 On Incoming Calls

Outstanding for new employee orientation and indispensable for ongoing refresher courses. This classic video (used by more than 8,000 organizations) covers the basic of telephone skills. Energetic-enthusiastic-very funny. A strong delivery makes this film a winner. The one video needed by everyone who uses a telephone!

VHS - 18 minutes

CS 065 From Curt to Courteous

Viewers will learn the skill of non-visual communication, understanding and being understood. The program explains how words, voice tone and the listener's imagination create an instant image for the caller. Second half of this program applies these ideas with a concept known as "***Business Friendly***". "***Business Friendly***" is the middle ground between being too cold and impersonal and the other extreme of being too familiar. New version of our classic program!

VHS - 25 minutes

CS 066 It Starts at the Top

A motivational visit to a seminar presented by Nancy Friedman, *The Telephone “Doctor”*. Viewers are treated to a unique combination of humor, energy, anecdotes and ideas that constantly earn a perfect score when rated by attendees. The camera also goes backstage in an interview-style setting featuring Nancy addressing issues vital to great customer service. This program is a perfect intro platform for the complete library or any customer service training class.

VHS - 29 minutes

CS 067 Telemarketing From A to Z

A culmination of over 30 years of telesales experience in one video! This alphabet soup of ideas and techniques will improve the performance of inbound and outbound telephone sales representative. Features twenty-six tips, which will be of immediate use to anyone who uses the phone as a presentation platform. This program is a catalyst to promote discussions about the causes of success and failure in the world of telemarketing.

VHS - 33 minutes

CS 068 Proactive Customer Service

This program illustrates the contrast between the usually average level of treatment most consumers are used to experiencing and the extraordinary and rare proactive way. Points covered include the value of building rapport in a business relationship, offering the customer additional choices, and turning the buyer-seller relationship into a friendship.

VHS - 20 minutes

CS 069 How to Avoid Emotional Leakage

Observing “*Emotional Leakage*” from a third party point of view helps employees realize how unfair this treatment really is.

VHS - 9 minutes

CS 070 How to Treat Every Caller as a Welcome Guest

Have you ever heard a frontline staff member described as *“just the switchboard operator”* or *“just the receptionist”*?

Do not belittle the company ambassador. We’re pleased to present a program designed to meet the specific needs of the frontline staff.

How important is the first impression your company makes? Face it-- whoever answers the telephone *“IS”* the company. The company greeter should be put on a pedestal.

Loaded with fresh tips and suggestions, this “how to” program will immediately improve the performance of your staff and make it easy to do business with your organization.

VHS - 9 minutes

CS 071 We Are Customers to Each Other

Most everyone is aware of the importance of providing good service to clients, customers and the public. But why is there a distinction between internal and external customer service? Shouldn’t the engineering department treat the data processing department the same way customer service treats your best customers? This is the premise for--*“We Are Customers to Each Other”*.

This dynamic new training video increases the level of service inside the walls of your organization by showing the importance of internal customer service. *The telephone “Doctor”* asks, *“If good service doesn’t start within the organization, how can we expect it to get out of the organization”*?

This program fully complements existing customer service training videos you’re already using. Perfect for industry, government, health care, education, etc.

VHS - 9 minutes

CS 072 Voice Mail, Curse or Cure

This 27-minute training video shows several compelling examples of how business problems can be avoided by proper use of voice messaging systems, whether inbound or outbound.

Viewers will see that leaving a detailed message is time well spent. *The telephone “Doctor”* shows how voice messaging is a major productivity enhancer in these busier-than-ever times.

Included are tips on recording an outgoing message, as well as ideas to help new users overcome “*voice phobia*”.

The program concludes with a visit to a “*Voice Messaging*” workshop to answer the most common concerns about using a system.

VHS - 27 minutes

CS 073 Celebrate Living

Facilitator opening for any training or conference. Positive sayings with music.

VHS - 9 minutes

CS 074 1001 Ways to Reward Employees with Bob Nelson

From a simple gesture of praise to motivational team meetings, best-selling author Bob Nelson presents countless cost-effective concepts for rewarding and recognizing employees. What's more, he demonstrates how easy it is to implement these ideas by visiting several organizations that are using his innovative techniques to inspire employees and improve the bottom line.

This comprehensive training package shows hundreds of ideas proven to motivate and inspire your employees--ideas that result in increased morale, productivity and profits, not to mention reduced turnover, absenteeism and stress.

This package also includes three "*how-to*" behavioral videotapes and extensive ancillary materials.

VHS - 60 minutes

CS 075 1001 Ways to Reward Employees, How to Praise Publicly

How important is it to praise the performance of your employees? If you want to turn a mediocre organization into a magnificent one, it is essential! According to best-selling author Bob Nelson, when you offer your employees steady rewards, your organization will experience steady results--results stemming from a work group that feels renewed, recharged and ready for the next challenge. In this dramatic vignette, learn what countless studies have proven: what motivates more people to perform at higher levels is the thoughtful, personal kind of recognition that signifies true appreciation for a job well done.

VHS - 30 minutes

CS 076 1001 Ways to Reward Employees, How to Present a Personal Thank You

Make a difference in the way your employees feel about coming to work by delivering the rewards and recognition they deserve. From a simple gesture of praise to a personal note of thanks, best-selling author Bob Nelson provides the framework for rewarding employees for a job well done. Follow along with one enlightened organization as staffers demonstrate just how easy it is to say “*thank you*” and, in turn, motivate employees and achieve lasting results. This lesson on the power of positive reinforcement inspires an entire work group-and could make your organization more productive and fulfilling.

VHS - 30 minutes

CS 077 1001 Ways to Reward Employees, How to Provide Low- or No-Cost Recognition

If you’re like most managers, you have 1,001 reasons for choosing not to reward and recognize employees. Not enough time...not enough money...or, just simply do not know how. The fact is, there are hundreds of simple ideas to motivate and inspire your employees--ideas that result in increased morale, productivity and profits. What’s more, some of the best ideas do not cost a cent! Follow one progressive organization as staffers initiate a company wide search, enabling them to effectively match their rewards to the individual, to achievement and to their budget.

VHS - 30 minutes

CS 078 1001 Ways to Reward Employees Learning Activity Kit

Let management consultant Bob Nelson, author of the best-selling book *“1001 Ways to Reward Employees”* (over 500,000 copies sold) show you how to improve employee performance with the *“1001 Ways to Reward Employees Learning Activity Kit”*!

Learn These Important Skills

- Effective ways to use praise, rewards and recognition as a motivational tool.
- How to utilize praise, rewards and recognition to reinforce desired behavior and performance.
- How to improve management’s ability to recognize opportunities for praise.
- How to develop low-cost/no-cost rewards and recognition ideas.
- What steps to take to get your own reward and recognition program started at work!

“The 1001 Ways To Reward Employees Learning Activity Kit” provides everything you need to raise the awareness and skills of your management and staff in a group or self-learning setting.

VHS - 2 hours

CS 079 1001 Ways to Energize Individuals

“1001 Ways to Energize Individuals”, based on the popular book *“1001 Ways to Energize Employees”* by Bob Nelson, provides proven techniques and solid strategies for energizing, empowering and motivating workers to do their best.

You will Learn How To:

- Promote empowerment, independence and autonomy enabling employees to solve problems.
- Get feedback and solicit process-improving suggestions.
- Train and develop employees to maximize their contribution.

VHS - 30 minutes

CS 080 1001 Ways to Energize Teams

In “*1001 Ways to Energize Teams*”, Bob Nelson shows how to jump-start your team and bring its energy and excitement to a whole new level. By bringing trust, challenge, creativity and--yes, even fun--to teamwork, Nelson makes the entire team experience more rewarding for members as well as more productive for the organization.

VHS - 30 minutes

CS 081 1001 Ways to Energize Organizations

In this invigorating video, Bob Nelson applies his proven energy-boosting strategies, used so effectively with workers and teams, to increase the vitality and energy of the entire organization.

You will Learn How To:

- Simplify policies and procedures so they do not hold up progress.
- Remove bureaucratic obstacles to getting things done.
- Encourage suggestions and take them seriously.

VHS - 25 minutes

CS 082 I'm Glad You Noticed

“*I'm Glad You Noticed*” demonstrates techniques that your supervisors can put to use immediately. Balancing criticism with praise is the key to obtaining desired behavior. For years psychologists have studied the effects of recognition and rewards on motivation and behavior. They now realize positive reinforcement is one of the most important aspects of employee commitment and motivation.

This video will teach your managers and supervisors how to properly reinforce behavior to improve attitudes and performance. This, in turn, will increase your organization's efficiency productivity.

VHS - 17 minutes

CS 083 *Achieving Customer Loyalty*

In this episode of the Retail Smarts video series, hosts Peter Feniak and Lynn Mackenzie show viewers how to develop a service strategy that will take your customers beyond satisfaction - to loyalty.

“Achieving Customer Loyalty” provides you with the nine service management tools necessary for a service strategy that brings you loyal customers and employees.

VHS - 28:50 minutes

CS 084 *Everyone’s Customer Service Role*

Every employee--even those not on the organization’s front line--serves as an important link in the customer-service chain. This video demonstrates how the actions of every team member can strengthen or break-the chain vital to customer-service success.

VHS - 13 minutes

CS 085 *How to Deal with Difficult People Vol. 1*

Everyone has difficult people in their lives. The key to dealing with difficult people is to first understand them. In this video, Drs. Brinkman and Kirschner give you insights into why difficult people behave the way they do and they help you lay the groundwork for communicating effectively with difficult people. You will enjoy their entertaining and instructive *“role plays”*, and you will never forget the skills they teach.

VHS

CS 086 *How to Deal with Difficult People Vol. 2*

In this continuation of *“How To Deal With Difficult People”*, you will take your understanding of difficult people and put it to work. You will learn how to apply your new skills to deal and get results with chronic problem people. In Rick and Rick’s entertaining skits, you will see 11 types of difficult people in action and you will discover how to *“put them in their places”*.

VHS

CS 087 May I Present

Break the ice with this hilarious new meeting opener. Tim Conway will have your audience laughing and thinking at the same time!

If you think you've sat through some bad presentations--wait 'til you see "*Lloyd Adams*" a.k.a. Tim Conway. Lloyd displays the worst presentation skills imaginable! This new meeting opener is a great way to begin a session on successful presentations.

VHS - 8 minutes

CS 088 Mr. Tudball--Technology Trainer

Break the ice with this hilarious new meeting opener. Tim Conway will have your audience laughing and thinking at the same time!

The importance of good training is made clear in this new video as Mr. Tudball commits every sin in the book. This meeting opener will make you look good and start the session off with a bang!

VHS - 7 minutes

CS 089 So You're New Around Here

Break the ice with this hilarious new meeting opener. Tim Conway will have your audience laughing and thinking at the same time!

See what happens when employee orientation goes awry as Tim portrays a dentist new on the job. Ideal for new employees, orientation classes and meetings for dentists and doctors.

VHS - 7 minutes

CS 090 Get Out There and Sell

Break the ice with this hilarious new meeting opener. Tim Conway will have your audience laughing and thinking at the same time!

Everybody can relate to something in this icebreaker as Tim desperately attempts to motivate. Entertain and educate your audience with Tim's sales techniques.

VHS - 6 minutes

CS 091 Interviewing A Pain in the Gut

Break the ice with this hilarious new meeting opener. Tim Conway will have your audience laughing and thinking at the same time!

In this new meeting opener, Tim poses all the wrong questions to a long line of job applicants--you just have to see it to believe it! Remind interviewers what not to ask when interviewing!

VHS - 7 minutes

CS 092 On The Phone: Making a Great Impression

Teaches the five qualities of a good telephone voice, the five most common poor listening habits and a five-step planning process for communicating effectiveness.

VHS - 12 minutes

Workbook available

CS 093 On The Phone: Fabulous Fundamentals

Viewers learn the fabulous fundamentals of greeting, telephone etiquette, meaningful messages, transferring calls and using hold.

VHS - 14 minutes

Workbook available

CS 094 On The Phone: Successful Selling

Demonstrates the benefits, odds, skills, scripts and prospecting score sheets of successful selling. Viewers learn to ask the right questions, overcome call reluctance and become self-motivated.

- VHS - 13 minutes
- Workbook available

CS 095 On The Phone: Personal Productivity: Handling Stress

Everyone learns how to manage physical and mental stress, what to do when you have to say “*no*”, ending the endless call and guidelines for making personal calls.

- VHS - 12 minutes
- Workbook available

CS 096 On The Phone: Mastering Technology

Participants learn how to screen calls, use the intercom, handle more than one line, set up conference calls, master voice mail, speaker phones, pagers and beepers.

- VHS - 14 minutes
- Workbook available

CS 097 On The Phone: When It's The Worst: Irate Callers

Learn four tactics to manage irate callers, deal with customer anger, fend off foul language and handle harassment.

- VHS - 9 minutes
- Workbook available

CS 098 File 102: Creating World-Class Customer Service

What's It All About?

What does Southwest Airlines, Whole Foods Market and USAA Insurance have in common? They have all achieved world-class customer service. How have they done it? Front line employees, supervisors, mid-level and senior managers will tell you about the six core skills necessary for superior service.

Key Learning Points:

- Focus the organization on the customer.
- Hire the right people.
- Satisfying employees, leads to superior service.
- Create a personal connection.
- Listen to the customer.
- Act on feedback.

VHS - 14 minutes

CS 099 Once And For All

Most managers would agree that dealing with poor employee performance is among their most difficult challenges. This video development program can help take the guesswork frustration out of resolving performance challenges.

Performance challenges can usually be resolved by following a clear set of actions that help communicate specific expectations, timelines and consequences if improvements aren't achieved. The actions outlined in "*Once And For All*" can lead managers to a conclusion--either an employee's performance can improve or a permanent change of some kind must occur.

VHS - 21 minutes

Facilitator guide available

CS 100 After The Hire: Retaining Good Employees (1999)

One of the greatest challenges facing business today and in the future is finding and *retaining* good employees. Although hiring the right people is critically important, it is just as important to know how to keep them.

This video development program answers the question “*What do my valued employees really want and need to remain employed with my organization*”?

To remain loyal to an organization, good employees want and need:

- Clear performance expectations and measurements.
- Time to give and get feedback.
- Rewards and recognition.
- Challenges and opportunities.

“*After the Hire: Retaining Good Employees*” offers viewers the actions and skills needed to not only keep valued employees on the job, but to become better managers!

VHS - 24 minutes

CS 101 Cliff’s Customer Service Adventure (1999)

This fun, zany video--designed for young trainees who are performing front-line customer service features Cliff, a hip “*20-something*” in search of excellent customer service. He is our guide in this adventure, as we “*watch the master*” and observe interactions between him and service providers in a variety of locations. Cliff’s humorous comments, funny antics and words of wisdom are perfect for teaching Gen-Xers (and the young at heart) effective customer service skills.

Your employees will learn how to provide the kind of customer service we all want to receive and the importance of approaching customers with respect, friendliness and a sincere desire to help.

- VHS - 13 minutes
- Includes Leader’s guide

CS 102 Fish! Catch The Energy. Release The Potential. (1999)

Imagine a workplace where everyone chooses to bring energy, passion and a positive attitude with them each day. An environment in which people are truly connected to their work, to their colleagues and to their customers. Impossible? Not at all, "***Fish!***" is a tool to help you lead people toward creating that environment. Join us for an exploration of what we call the "***Fish!***" philosophy: ***Play, Make Their Day, Be There and Choose Your Attitude.***

- VHS - 17 minutes
- Facilitator's guide and play book available.

CS 103 Give 'Em The Pickle...And They'll Be Back! (1999)

This video provides an absolutely certain way to build your business and live a happier life. Based on the book by Mr. Robert E. Farrell, the video explores the philosophy, which started the first Farrell Ice Cream Parlor. Bill Perkins delivers the message of success that the Customer is the boss.

- VHS

CS 104 Fish! Sticks (1999)

You've seen what fish can do! Now make the philosophy stick!

In "***Fish! Sticks***", the video sequel to the popular best-seller "***Fish!***", your employees will get an in-depth look at how each of these three efforts (1) Commit, (2) Be it and (3) Coach it, mesh together to form the kind of energy-infused workplace John Yokoyama envisioned and achieved with his now famous fish market.

Maintaining a vision is hard work, but "***Fish! Sticks***" continues to demonstrate how attention day to day, even moment to moment, can not only keep a vision alive but make it more powerful.

- VHS - 17 minutes

CS 105 The Secret: Customer Service Uncovered For Hospitality

Get your hospitality staff excited about delivering great customer service...identify the payoff in it for them...and help them effectively deal with difficult hospitality situations when they occur.

VHS - 20 minutes

CS 106 Point Of Impact (1999)

“Point of Impact” is a straight-to-the-point customer service video that focuses on the front line--where the customer actually comes in contact with the organization. In an entertaining style, this video demonstrates how to win lifetime customers by having an *ace* up your sleeve:

Attitude!

Communication!

Effort!

VHS - 14 minutes

CS 107 Hot Under The Collar: Dealing With Angry Customers

Do not let employees with poor customer relations skills turn away potential repeat customers and ruin your organization’s reputation. This video will show your employees how to deal with customers who are *“Hot Under the Collar”*.

Jack’s just an average customer. One morning while waiting for his car to be tuned up, Jack sees an angry customer chewing out the Customer Service Manager. Since he’s just seen two other angry customers, one in a department store and one in a bank, Jack realizes that if a job involves working with the public, angry customers are a fact of life. This video shows techniques to calm an angry customer and solve his/her problems.

VHS - 17 minutes

CS 108 Rhinoceros Leadership Experience

Join Colonel Charlie Tyrian on his next leadership adventure.

This video joins a group at Camp Arnold at Timberlake where Mr. Tyrian conducts training to:

- Unleash your RHINO leadership!
- Climb the RHINO ladder of success!
- Be a happy and successful RHINO!

This is not a copy of the motivational speaker, but rather of the concepts he uses to bring out the RHINO in people who participate in his camp training.

VHS

CS 109 You've Got Customers

Six essential techniques for delivering what you promise.

Follow the trials of a young waiter at his first customer service job as he receives an on-the-job education from the most unlikely group of teachers-- a bowling team. From these four demanding patrons, he learns techniques that can be used in any business, anywhere. Based on the premise that good customer service requires organizations to deliver what they promise, this video demonstrates how to use six essential customer service techniques to put this fundamental idea into practice. This entertaining story will help viewers understand why *“Good service isn’t about flowery words and pleasant smiles. It’s about actions. It’s about going to bat for your customers...even if they do wear bowling shirts”*.

VHS - 21 minutes

CS 110 Diversity: Michael Weber Presentation

This video was filmed during a Creativity Seminar presented at NSA Mid-South. Creativity was re-defined by Mr. Weber as Problem Solving. Mr. Weber presented *“The Secret to Thinking for Other People...It’s Not My Problem”*.

Throughout this presentation, Mr. Weber highlighted three tools he has successfully used for *“thinking outside the box”*.

VHS

CS 111 Now, That’s Service!

Karen is a customer service representative whose job is dealing with difficult situations. She takes a look at her performance through the customer’s eyes, then practices these six key skills with a customer:

1. Listen actively.
2. Show concern.
3. Stay calm.
4. Build customer confidence.
5. Be courteous and professional.
6. Help solve problems and make that extra effort.

Karen’s story brings substantial insight to both new and experienced employees who work with customers on the telephone or face to face.

The message to every employee:

“Treat customers, as you would want to be treated.”

VHS - 23 minutes

CS 112 P.A.T.H. Improvement: Kool Time

The difference between an *“okay”* and a great customer service interaction can be your positive, proactive approach to the encounter. With your positive expectation and a desire to assist, nearly all your customer service are *“built”* by Jim *“The Kool Man”* Taylor and Hal.

VHS - 32 minutes

CS 113 Fish! Tales

When you see fish and spirits flying in “*Fish!*” and “*Fish! Sticks*”, you wonder, “*How can I create that amazing environment at my workplace?*”

“*Fish! Tales*” show how organizations that have nothing in common with a fish market are creating more energy, fun and effectiveness through the “*Fish!*” philosophy. This short film answers the question, “*What can I throw at work?*”? When you watch the rejuvenated organizations in “*Fish! Tales*”, you will see how to throw the same kind of teamwork, service, attentiveness and commitment in your workplace.

VHS - 17 minutes

CS 114 Revolutionary Service: Building Loyalty One Customer At A Time

Voted one of the best business training videos in the industry by Successful Meetings magazine! Join service experts Rick Tata and Gary Heil as they demonstrate why a loyal customer base is the key to future business. Includes how-to-examples from several organizations that have restructured themselves in order to revolutionize their service...much to the delight of their customers! Based on the book Leadership and the Customer Revolution.

VHS

CS 115 Customer Service: The Royal Treatment

Guest service is alive and well. This video covers the five rules of exceptional customer service and demonstrates to employees how easy it can be to make guests feel like royalty.

- Pro-active customer service.
- The secrets of “*guest relations*”.
- Everyone is a “*customer*”.

VHS - 19 minutes

CS 116 Customer Service: Difficult Customer Alert

This video details a simple process, which takes an unpleasant situation and turns it into a positive interaction. Employees will learn how to quickly diffuse angry customers.

- Perfecting listening skills.
 - Creating a customer service “*rescue*”.
 - Diffusing emotions of unhappy customers.
- VHS - 22 minutes

This page left blank intentionally.

**Media Resource
Center Request Form**

**Navy Personnel Command
MWR Training Branch PERS-654
5720 Integrity Drive
Millington, TN 38055-6540
Commercial: (901) 874-6717 DSN: 882-6717
Fax Commercial: (901) 874-6847 Fax DSN: 882-6847**

MEDIA RESOURCE CENTER REQUEST FORM

Date: _____ Membership Number: _____

MWR Installation Name: _____

Point of Contact: _____

Address: _____

_____ Code: _____

City: _____ State: _____ Zip: _____ Country: _____

Telephone Numbers:

Commercial: _____ DSN: _____

Fax Commercial: _____ Fax DSN: _____

E-mail: _____

Media from the Navy Personnel Command, MWR Training Branch (PERS-654), Media Resource Center is provided on a first-come first served basis. Indicate your prioritized media choices by title and catalogue number in the spaces below. We will make every attempt to fill your order as requested and then expedite shipment. If the titles you request are out, we will notify you as soon as possible and tell you when to expect to receive your choices. This order must be processed through your appointed Media Resource Center Coordinator.

All selections must be returned 15 days after receipt by Federal Express for tracking purposes.

Activities receiving media are responsible for loss or damage.

Your Videotape Selections:

	Title	Catalogue No.
1.	_____	_____
2.	_____	_____
3.	_____	_____
4.	_____	_____

This page left blank intentionally.